

## Holiday Happenings and Festivities

**Chula Vista Police Activities League Annual Holiday Food and Toy Drive:** The Chula Vista Police Activities League (PAL) is inviting residents and community organizations to ensure a happy holiday season for underprivileged children. Canned food, new unwrapped toys or checks may be donated at the CV police station located at 315 Fourth Ave. beginning Nov. 1. Uniformed officers, firefighters and volunteers will deliver the gifts to families throughout the City in time for the holidays. For more information, please call (619) 691-5146.

**Holiday Festival & Starlight Yule Parade:** On December 4, the community is invited to kick off the holiday season with the City's Holiday Festival and 42nd annual Chula Vista Starlight Yule Parade. The Holiday Festival will be held from 2:30 – 5 p.m. in Memorial Park and Bowl and will



feature live holiday musical performances, pictures with Santa, and holiday crafts and contests. All activities are free of charge. The parade will immediately follow at 5:30 p.m. on Third Avenue between E and Alvarado Streets and feature marching bands, festive floats, carolers, and loads of holiday cheer. The events are sponsored by the City of Chula Vista and the Downtown Business Association, (619) 422-1982.

**Christmas Circle:** It's a long-standing holiday tradition—Christmas Circle will celebrate its 47th year in Chula Vista. The public is welcome to walk or drive through a neighborhood beautifully trimmed with sparkling lights and festive decorations. The circle is open from 5 to 10 p.m. daily from December 11 – 26

and located on Whitney and Mankato between First and Second Avenues, south of H Street.

**Homes for the Holidays:** Drive by homes and yards decorated for the holiday season throughout various neighborhoods of EastLake, tentatively set for December 16. Contest winners will be posted at [www.eastlake.net](http://www.eastlake.net) by mid-December. Sponsored by EastLake II and III Community Associations, (619) 421-3340.

For more information about events taking place in Chula Vista throughout the year, call the City's special events hotline at (619) 585-5682; or visit the Calendar of Events page on the City's Web site at [www.chulavistaca.gov](http://www.chulavistaca.gov). ■

## Home 4 the Holidays 2004

It's beginning to look a lot like the holidays! And while it may be a wonderful time of year for many people, hundreds of companion animals are left in shelters without a home. To help alleviate this problem, the Chula Vista Animal Care Facility (CVACF) is partnering with other San Diego area shelters and over 1,200 animal organizations around the United States to find good, loving homes for many of these pets.

*Home 4 the Holidays* is an eight-week campaign, beginning on November 8, aimed at increasing adoptions from animal shelters during the months of November through January. More families add pets to their homes during the holidays than any other time of year, yet only 17 percent of animals are adopted from animal rescues and shelters.



"We want to encourage people who have decided to add a pet to their family to begin by looking for their perfect match here," said Dr. Dorothy York, director of the CVACF.

"Our facility is full of loving dogs, cats, puppies, rabbits...even the occasional turtle, goat or emu just waiting for a good home."

The goal for the campaign is to find homes for over 200,000

animals throughout the country. But Dr. York reminds residents the adoption drive is not about reaching numbers or goals. "It's about finding quality homes to save the lives of orphaned animals. We do not endorse the adoption of a pet as an impulse gift but as a careful decision and lifelong commitment. Our trained staff will help you make an informed choice so you can find the right pet to suit your personality and lifestyle."



All pets adopted from November 8 through January 2, 2005 will go home with a *Home 4 the Holidays* adoption kit complete with pet food samples, coupons, and important educational information on pet care, behavior and training.

Kick off this special season with a visit to the CVACF and find a pet to ensure your next year will be a doggoned purrrfect 2005! The facility is located at 130 Beyer Way and open Monday—Friday from 10 a.m. to 5 p.m. and Saturdays from 10 a.m. to 4 p.m. For more information on *Home 4 the Holidays*, please contact Angela Doss at (619) 476-2491. ■

## University Park

*continued from front page*

"We know the people of South County want additional opportunities to pursue four-year degrees," said Chula Vista Mayor Stephen C. Padilla. "A comprehensive concept like this will not only provide greater access to higher education, it will also introduce significant new economic opportunities to the area."

"For many months, we have been having serious discussions with both public and private universities in the region," revealed Laurie Madigan, the City's Community Development Director. "At least four institutions have already expressed strong interest in participating in the University

Park and Research Center, and our efforts have been met with a great deal of enthusiasm by others."

City leaders are hopeful that a newly announced U.S. Department of Energy program focused on global energy research may be located on campus. A spokesman has confirmed that Chula Vista is one of a very small number of sites under consideration for the center. Chula Vista's outstanding track record on environmental issues could weigh heavily in the City's favor in the site selection process.

In addition to the universities and research institutes, the planned site also includes a 150-acre business park. "This three part collaborative model—higher education, research and commerce—really is the wave of the future," added Madigan.

"It's a model that allows each component to benefit from the presence of the others."

The design of the University Center would blend in with the pedestrian-oriented neighborhoods of Otay Ranch. Stores, cafes, housing and even a hotel could be built on campus to serve students, staff, researchers and visitors.

Efforts to attract a major university to Chula Vista have been ongoing. But it wasn't until recently that a City working group, led by City Councilmembers Mary Salas and Jerry Rindone, arrived at this concept.

"The development of the University Park and Research Center will certainly be one of the most important milestones in the history of Chula Vista and the South County," said Mayor Padilla. ■

## Chula Vista

# Spotlight

*City Council*  
Stephen C. Padilla, Mayor  
Patty Davis  
John McCann  
Jerry R. Rindone  
Mary Salas  
*City Manager*  
David D. Rowlands, Jr.



The Chula Vista Spotlight newsletter is published five times per year and is distributed as a public service to residents and businesses by the City of Chula Vista. Copies are also available at various locations around the city. Send comments or inquiries to the Office of Communications, City of Chula Vista, 276 Fourth Avenue, Chula Vista, CA 91910. The city's Web page address is [www.chulavistaca.gov](http://www.chulavistaca.gov).

Presorted Standard  
US Postage  
P A I D  
Chula Vista, CA  
Permit No. 327



PRINTED ON RECYCLED PAPER WITH SOY-BASED INK

# Spotlight

CITY OF CHULA VISTA

HOLIDAY 2004



## University Park and Research Center | Chula Vista

Chula Vista is planning to accomplish what no other city has even dreamed of doing. Its plan to create an innovative four-year university campus is turning heads and generating excitement among educators and business and civic leaders.

The University Park and Research Center will be located on a 1,500-acre site in Otay Ranch, next to the Olympic Training Center. The unique collaboration of public and private universities will share a campus with prestigious research institutes and related businesses.

*Please see **University Park**, inside*



## Civic Center Makeover

Sweeping changes are ahead for Chula Vista's Civic Center—changes that will keep City workers on the move as buildings are renovated or reconstructed. Rebuilding City Hall is the first phase of the project, and it's already a work in progress. All departments located in City Hall moved into the former police facility to wait out the construction process. That's where you'll find the Mayor, Councilmembers and the City Manager.

Demolition began in September after crews salvaged many of the original Spanish roof tiles. Most of the tiles will be integrated into the roof of the new building—a similar "California mission" architectural design.

The new City Hall will be more than twice the size of the original building,



which opened in 1951 when Chula Vista's population was 16,000. One end of the building will house a circular state-of-the-art council chambers.

In July of 2001, the final master plan for the renovations to the Civic Center was approved by City Council. Reconstruction will be completed in

three phases at an estimated cost of \$50 million. Rebuilding City Hall will cost almost \$23 million, which will primarily be funded by development fees (89%). The same fees will also be the main source of funding for remodelling the Public Services Building and former police facility. ■

## And the Survey Said...

A recent survey sent to Chula Vista residents gave high marks to the Chula Vista Police Department, according to the San Diego Association of Governments (SANDAG).

The survey, also performed in 1997 and 2000, was conducted to see how residents perceive their level of safety and how they rate the services provided by the police.

Residents report feeling safer during daylight hours than they do at night, but more felt safe at either time of day than in previous surveys. The majority of residents



(nine in 10) reported being satisfied or very satisfied with the services of the Chula Vista Police Department (CVPD). "This department takes great pride in doing its job well," noted Chief Rick Emerson. "The officers and civilian staff work hard to meet the needs of the community and keep our neighborhoods safe."

The top three concerns for residents were speeding vehicles, vehicles running red lights, and identity theft. The majority of residents surveyed did not have

specific suggestions for improvements. Of those who did, the most common suggestions were for increased police visibility/patrol, and for more focus on traffic enforcement.

The CVPD intends to work with other City departments to address the problem of reckless driving in the city and to investigate innovative ways to respond to this concern. The Department is also recruiting for additional officers to increase the number of sworn personnel serving the Chula Vista community.

More than 1,500 residents responded to the survey. For the complete survey results, please visit the CVPD website at [www.chulavistapd.org](http://www.chulavistapd.org). ■

## Around town...

### CVPD Positions Available

The Chula Vista Police Department is recruiting for sworn, civilian, reserve and cadet positions. Recruitment for sworn officers begins this December, and successful candidates will train for six months at the regional police academy beginning April 2005. Desirable candidates will have a clean background, strong interpersonal skills, and a commitment to our

community. In addition to sworn and reserve personnel, the department has a need for civilian employees in Support Services, Detention, and Animal Care & Control.



Paid cadet positions are available to college students with an interest in law enforcement. Interested men and women should contact Agent Eric Farwell at (619) 585-5652.

### Happy Trails

Looking for a way to spend more time with nature? Then try the interpretive trail in Rice Canyon, just west of Discovery Park! The 1.4 mile round trip trail features 24 native plant species identified by guide markers. A special ten foot high free-form art piece, entitled "North Star," designates the north-south direction of the canyon. The trailhead begins at the equestrian staging area on the west side of Rancho del Rey



PHOTO BY CHRISTOPHER CHRISTI

Parkway between Buena Vista Way and Cima del Rey. An alternate route begins at Del Rey Boulevard and Rancho del Rey Parkway. Professor Nira Clark of Southwestern College was instrumental in planning the interpretive trail to provide a learning experience for local students. A colorful "Plant Guide of Rice Canyon" pamphlet is available in dispensers at each end of the trail.

### Recycling Holiday Greens

Residents are reminded to recycle their holiday greens. Remember to remove all tinsel, decorations, wire and plastic stands. Trees over six feet tall should be cut in half. Recycle in one of the following ways:

- Residents with curbside service should place the tree at the curb on regular trash/recycling day.
- Residents with bin service, apartments, condominiums, and mobile home parks should contact their managers for information about the free pre-scheduled collection day at your complex.
- Flocked trees are not recyclable and should be cut up and put in the trash.

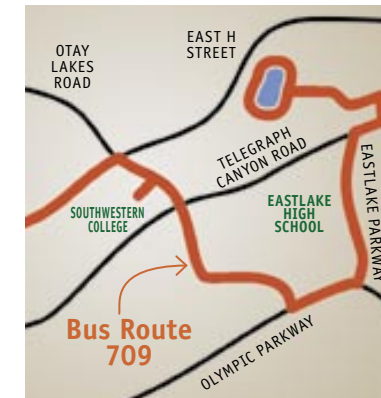
For information, please contact Pacific Waste Services at (619) 421-9400.

### Bus Route Extended

Service along the City's most popular transit route has been extended to include several new areas in Otay Ranch and EastLake.

Route 709, which delivers students to classes and shoppers to their favorite stores, provides the most frequent service of any bus route in Chula Vista. The eastern portion of the route has been extended from Southwestern College, south to Otay Ranch Village 5 at Santa Cora Avenue and EastLake High School via East Palomar Street, Olympic Parkway, and EastLake Parkway.

The expanded route serves the new transit oriented development at Cottonwood Park; EastLake Terraces (including Home Depot and Wal-Mart); a new affordable housing project on EastLake Parkway; and other large developments currently under construction. Riders can still get to the EastLake Village Center to reach Target, Lowe's and Kohls. ■



## Village of Heritage Now Open

In the Village of Heritage in Otay Ranch, shops are now open for business, nearby parks are teeming with activity and special traffic lanes are dedicated to mass transit. Designed to be a pedestrian-friendly community, Heritage is a prime example of what professional planners across the nation call "smart growth."

"While other cities are talking about this new urbanism concept, Chula Vista is actually doing it," said Jim Sandoval, the City's Planning Director. "We're ahead of the curve, and Otay Ranch has become a showcase for smart growth planning. There's a sense of community here. People are walking everywhere, and they actually get to know their neighbors."



Single-family homes and a series of parks skirt the perimeter of the community. At the heart of the village is a 10-acre park with a large community center and an amphitheater. Across the street is Heritage Towne Center, the City's first mixed-use project—a blend of housing and businesses.

Built along East Palomar Street, the Towne Center is reminiscent of

a main street in small town U.S.A. A variety of businesses line the sidewalk—a medical office building, four restaurants, an ice cream shop and a daycare center—just to name a few. Located above the retail shops and across the street from the transit stop, are 91 affordable apartments for seniors. And just beyond the Towne Center are 182 multi-family units available to low income households.

Heritage is the first of eleven similar pedestrian-oriented villages planned for the Otay Ranch area. ■

## Check Out the Library (and a Book)!

If you haven't been to the Civic Center library lately, you're in for a treat. More new books, a small café with drinks and snacks, a Wi-Fi hot spot, convenient self-checkout, and a

redesigned popular magazine area are part of the new "Marketplace."

All of these changes are providing better customer service, promoting higher circulation and increasing library usage. Just two weeks after the Marketplace made its debut, the library saw a 14 percent increase in circulation.

After evaluating input from the public and staff, the library will implement the successful concepts of the Marketplace at both the South and EastLake branches as well as at the future Rancho del Rey Branch. For more information about the library click on [www.chulavistalibrary.com](http://www.chulavistalibrary.com) or visit one of the library's three branches. ■



## Car Concerns

Oil and other fluids from leaky vehicles damage roads, leave unsightly stains on the streets and driveways and pose a serious threat to the health of our creeks, bays and the ocean. Prevent your vehicles from polluting the storm drainage system, San Diego Bay, and the ocean by doing the following:

- Maintain your car regularly. Fix leaks.
- Use a drip pan when changing car fluids to avoid spills.
- Clean up spills with absorbents.
- Wash your vehicle at a car wash since they recycle and reuse water.

For information on the City's Household Hazardous Waste Collection Program and other recycling, please contact the City Recycling Program at (619) 691-5122. For storm water regulations please contact the City Storm Water Management Section at (619) 397-6111. To report a storm water pollution violation, please call (800) 237-2583. ■